

Now scheduling for 2002...

ADDING VALUE FROM THE GATE TO THE PLATE:

A hands-on, interactive workshop to help farmers move value-added agriculture projects from idea to implementation

The workshop and participant materials are available at no charge. All participants receive comprehensive course materials, including a notebook containing information essential to starting a new value-added agriculture enterprise. The workshop can be customized to meet the needs of farmers in your area, however you should allow at least ½-day for the workshop. Sponsoring organizations are responsible for local promotion of the workshop and inviting producers to the event.

The Ag Innovation Center will follow-up with and provide one-on-one assistance to projects which develop out of the seminars and will also bring in our partnering organizations to provide additional business counseling and project support for new ventures. For more information and to schedule the seminar in your local area, contact Deanne Hackman toll-free 1-866-INOVATE (1-866-466-8283), direct line at 573/522-3454, or at Deanne.Hackman@mail.mda.state.mo.us.

Specific topics covered:

- What is value-added agriculture?
 - What are potential value-added strategies for your region?
 - How can farmers and communities in your region benefit from value-added agriculture?
 - Are you ready to pursue a value-added idea?
 - How can you move from idea to implementation quickly and successfully?
 - What are steps you should take in building a value-added venture?
 - How can you form a steering committee?
 - How can you identify your purpose, vision, mission, goals and objectives at the early stages of the process?
 - What is a market feasibility study and why is market research important?
- How do you conduct basic market research?
 - How do you brainstorm for ideas and narrow down the list of potential business ideas before conducting a full market feasibility study?
 - What should be included in a business plan?
 - What are the specific management, capitalization, finance, marketing and governance issues to consider in building a successful value-added business?
 - How do you hire specialized expertise, such as attorneys, accountants and consultants?
 - What financial and technical resources exist to assist value-added agriculture projects?
 - How can local resources be used to support the early phases of the start-up process?
 - What has led to success in other value-added ventures?

The Ag Innovation Center staff is here to assist you in starting or expanding agriculture-based businesses



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